



Canada Market Profile

This summary provides the most up-to-date data available on Canada as it relates to their people and economy, travel related motivations and planning behavior and Canadian visitor profile specific to Arizona.

GENERAL COUNTRY PROFILE

POPULATION:

35 million

GROSS DOMESTIC PRODUCT (GDP):

\$1.59 trillion (2.5% annual growth rate)

INFLATION RATE:

1.9%

EXPORTS:

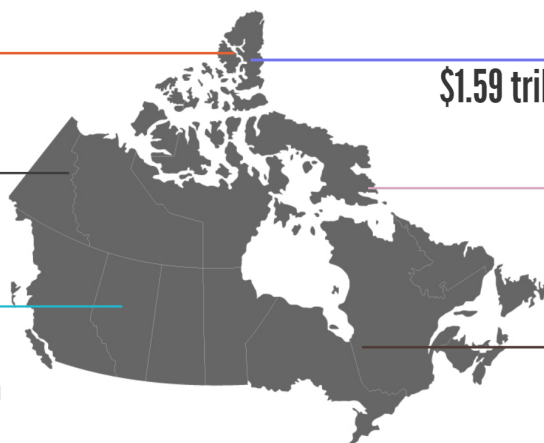
\$465 billion

EXCHANGE RATES (CAD PER USD):

0.76*

UNEMPLOYMENT RATE:

6.9%



Source: The World Fact Book, reporting 2014 data
*per OANDA.com as of 9/22/15

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

54% Beach/Seaside attractions

48% Cultural Historical attractions

44% Local Lifestyle



Source used in Destination selection for last leisure trip

64% Websites via computer or laptop

45% Recommendation from family & friends

24% Information in printed travel guidebooks

24% Advice from travel professionals/travel agents



Advance Decision Time

16% Less than a month

21% 1 to 2 months

30% 3 to 5 months

22% 6 to 12 months

6% More than 1 year



Likelihood to Travel to USA

47% In the next six months

24% 6-12 months

14% 1-2 years

6% 2-5 years from now

7% Maybe some time in the distant future

2% Not likely to ever visit



Expected Travel Party Size (next trip)

26% 1 person

50% 2 people

10% 3 people

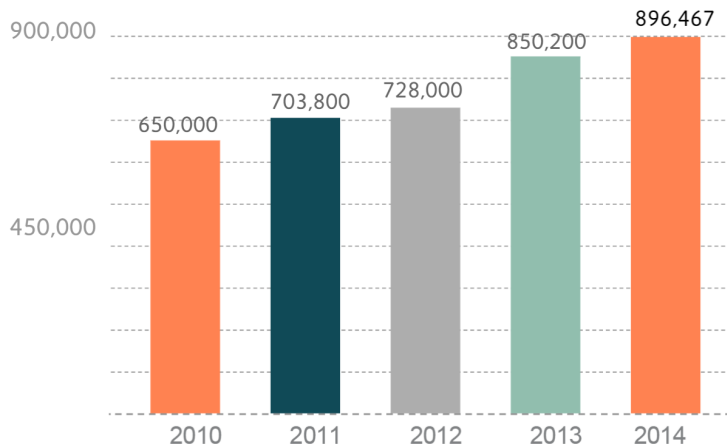
14% 4+

Source:
Brand USA

CANADIAN VISITATION TO ARIZONA



Visitation Volume to Arizona



Visitor Characteristics

20.8 Nights in Arizona

1.9 persons Average Party Size

\$1,258 party spending per trip



Mode of Entry

61% Airplane

35% Auto



Visitation by Province

34% Alberta

23% Ontario

22% British Columbia

7% Quebec

7% Saskatchewan

5% Manitoba

2% Atlantic Canada



Main Trip Reason

91% Leisure

54% Vacation Holiday

17% Visit Friends/Relatives

16% Second Home/Cottage/Condo

9% Business

3% Meetings

5% Convention/Conference/Trade Show



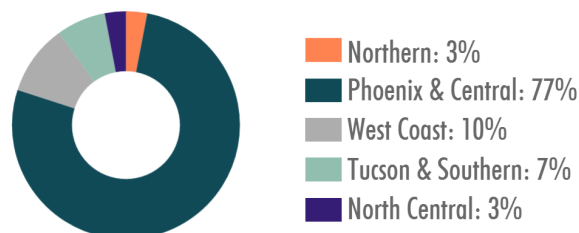
Visa Credit Card Travel Spending

Canadian Visa Card Spending ranked #1 in 2014 with 47% of total International Travel Spending in Arizona.

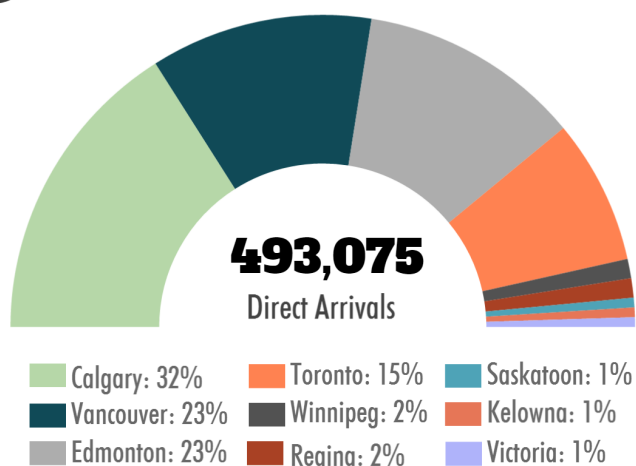
By Quarter



By Arizona Region



AZ Direct Arrivals from Canadian Cities



Source:
Tourism Economics, reporting 2010-2014 data
VisaVUE Travel, reporting 2014 data
Statistics Canada, 2012 data
The Conference Board of Canada, 2014 data